

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 COME-00 EB-07 OMB-01 MMS-04 ABF-01

PER-03 /027 W

----- 078174

R 180534Z JUN 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 5978

INFO AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMCONSUL BRISBANE

UNCLAS CANBERRA 3958

EO 11652: N/A

TAGS: BEXP, AS

SUBJ: FY 77 COMMERCIAL BUDGET REQUEST

REF: (A) STATE 125450 (B) CANBERRA 1743 (C) CANBERRA 1023

SYDNEY ALSO PASS TRADE CENTER

1. EMBASSY ESTIMATES TOTAL MISSION RESOURCE REQUIREMENTS TO IMPLEMENT FY 77 COMMERCIAL PROGRAM AS FOLLOWS (TRADE CENTER REQUIREMENTS NOT RPT NOT INCLUDED):

A. PERSONNEL (IN MAN-DAYS, BASED ON ASSUMPTION 220 M/D PER POSITION PER YEAR AVAILABLE)

	14 FSO/R/S	9 FSL (P)	8 FSL (C1)
PRODUCT CAMPAIGNS	360	200	200
PRIORITY PROJECTS	200	100	150
OTHER E/C ACTIVITIES	2,520	1,680	1,410
TOTAL	3,080	1,980	1,760

B. DIRECT COSTS (IN US DOLLARS)

TRAVEL REPRE. LIBR. NEWSL. CONTRACT TOTALS

PRODUCT

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CAMPAIGNS 7,900 1,400 560 4,000 1,550 15,410

PRIORITY

PROJECTS 1,800 700 280 2,000 1,050 5,830

OTHER E/C

ACTIVITIES 32,000 12,000 3,835 28,000 3,000 78,835

TOTALS 41,700 14,100 4,675 34,000 5,600 100,075

2. ESTIMATE OF PERSONNEL RESOURCES REQUIRED IS BASED ON TOTAL OF 14 FSO, FSR, AND FSS POSITIONS; 9 FSL PROFESSIONALS; AND 8 FSL CLERICALS. THIS IS INCREASE OF 2 FSO, ONE FSS, AND 3 FSL PROFESSIONAL POSITIONS OVER PRESENT LEVELS. ONE FSO MINERALS OFFICER AND FSS SECRETARY HAVE ALREADY BEEN AUTHORIZED (STATE 121810 AND 124587). ONE ADDITIONAL FSO AND 3 ADDITIONAL FSL PROFESSIONAL POSITIONS WERE INCLUDED IN ESTIMATES PREPARED FOR FY 77 CCP (REFTELS B AND C). JUSTIFICATIONS FOR THOSE POSITIONS NOT YET AUTHORIZED FOLLOW:

A. FSO -5 E/C OFFICER, MELBOURNE. MELBOURNE AND SYDNEY ARE OF ROUGHLY EQUAL IMPORTANCE AS INDUSTRIAL, COMMERCIAL AND FINANCIAL CENTERS IN AUSTRALIA; YET THE MELBOURNE COMMERCIAL SECTION HAS LONG BEEN UNDERSTAFFED RELATIVE TO SYDNEY. WHILE WE DO NOT ARGUE FOR ABSOLUTE PARITY BETWEEN THE TWO POSTS WE DO RECOMMEND STRONGLY THAT MELBOURNE BE "BEEFED UP" SO THAT BETTER COVERAGE OF A LARGE DISTRICT (WHICH INCLUDED TWO OTHER CAPITAL CITIES, ADELAIDE AND HOBART) CAN BE ACHIEVED. IT IS ESTIMATED THAT THE ADDITION OF THIS POSITION TO TOTAL MISSION RESOURCES WOULD PERMIT SIGNIFICANTLY INCREASED MISSION PROMOTIONAL ACTIVITY IN THE SECTORS OF MATERIALS HANDLING EQUIPMENT, FOOD PROCESSING AND PACKAGING EQUIPMENT, AND ELECTRONIC PRODUCTION EQUIPMENT AND COMPONENTS. THESE ACTIVITIES, WHICH COULD RESULT IN INCREMENTS TO US EXPORTS OF \$10 MILLION OR MORE, HAVE BEEN DEFERRED UNDER THE FY 76 CCP BECAUSE OF LIMITATIONS ON PERSONNEL RESOURCES.

B. FSL-2 COMMERCIAL ASSISTANT, CANBERRA. GROWING WORKLOAD OF EMBASSY E/C SECTION INVOLVES OPERATIONAL, ADMINISTRATIVE AND RESEARCH ACTIVITIES OF AN UNCLASSIFIED CHARACTER MOST EFFECTIVELY PERFORMED BY A PROFESSIONAL-LEVEL FSL. THIS INCLUDES REPORTING OF GOA TRADE POLICY DEVELOPMENTS, WHICH CAN ONLY BE DONE FROM CANBERRA; HANDLING OF MISSION-WIDE TRADE INQUIRIES; SUPPORT AND FACILITATION OF COMMERCIAL INTELLIGENCE ACTIVITIES BY OTHER FOUR POSTS OF MISSION; ANALYSIS OF US-AUSTRALIAN TRADE TRENDS; UNCLASSIFIED

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ASSISTANCE TO AMERICAN OFFICERS IN MAINTAINING LIAISON WITH GOA AGENCIES IN CANBERRA. THESE ARE ESSENTIAL FUNCTIONS NOW LARGELY EITHER PERFORMED BY AMERICAN OFFICERS OR NOT CARRIED OUT AT ALL. OPTIMAL USE OF PERSONNEL RESOURCES REQUIRES THAT SENIOR PROFESSIONAL LEVEL POSITION BE ESTABLISHED FOR THIS PURPOSE.

C. FSL-3 COMMERCIAL ASSISTANT, SYDNEY. THIS POSITION IS REQUIRED MAINLY IN ORDER TO SUPPORT THE COMMERCIAL COORDINATOR IN

CONTACTS WITH AUSTRALIAN AND NEW SOUTH WALES GOVERNMENT AGENCIES TO MORE FULLY EXPLOIT GOVERNMENT TENDER OPPORTUNITIES. IT WILL ALSO PROVIDE SUPPORT TO COMMERCIAL OFFICERS IN PROMOTING PRODUCTS AS SPECIFIED UNDER THE CCP, DEVELOPMENT AND REPORTING OF COMMERCIAL INTELLIGENCE, ADS REPORTING AND ASSISTANCE TO AUSTRALIAN BUSINESS INQUIRERS.

D. FSL-3 COMMERCIAL ASSISTANT, MELBOURNE. ESTABLISHMENT OF THIS POSITION WOULD PERMIT MORE EFFECTIVE ATTENTION BY THE MELBOURNE COMMERCIAL SECTION TO DEVELOPMENT OF PRODUCT THEMES AND MARKET RESEARCH AS A BACKSTOP FOR THE US TRADE CENTER. AS PREVIOUSLY SUGGESTED, MELBOURNE'S IMPORTANCE AS AN AUSTRALIAN BUSINESS CENTER HAS NOT BEEN ADEQUATELY REFLECTED IN THE ALLOCATION OF US COMMERCIAL RESOURCES. THE COMMERCIAL SECTION HAS BEEN OFTEN PRECLUDED FROM SUPPORTING USTC ACTIVITIES IN THE MELBOURNE CONSULAR DISTRICT TO THE EXTENT THAT WOULD BE DESIRABLE. THIS COULD LARGELY BE REMEDIED BY SETTING UP A POSITION THE INCUMBENT OF WHICH WOULD BE OCCUPIED WITH, AMONG OTHER THINGS, TRADE CENTER MATTERS.

3. OUR ESTIMATES OF DIRECT COSTS OF IMPLEMENTING FY 77 PROGRAM ARE BASED ON REFS B AND C, BUT INCLUDE INFLATION FACTOR OF ABOUT 15 PERCENT AFTER ADDING "OTHER E/C ACTIVITIES" TO TAKE INTO ACCOUNT ADDITION OF MINERALS OFFICER TO STAFFING PATTERN. UNFORTUNATELY, COMPARABILITY THESE ESTIMATES MADE DIFFICULT BY FACT THAT CCP FORMAT CALLS FOR ALLOCATION OF COSTS TO DIFFERENT OBJECTS THAN FIVE CATEGORIES OF COMMERCIAL SERVICES SPECIFIED REF A (AN ANOMOLY WE HOPE WILL BE ELIMINATED WITH FULL SYNCHRONIZATION CCP PLANNING - STATE BUDGETING PROCESSES). OUR OVERALL TOTALS, HOWEVER, ARE ROUGHLY COMPATIBLE.
GREEN

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